



# Sponsorships 101:

options, preparing a business case and  
managing relationships

*#RuralFunding*

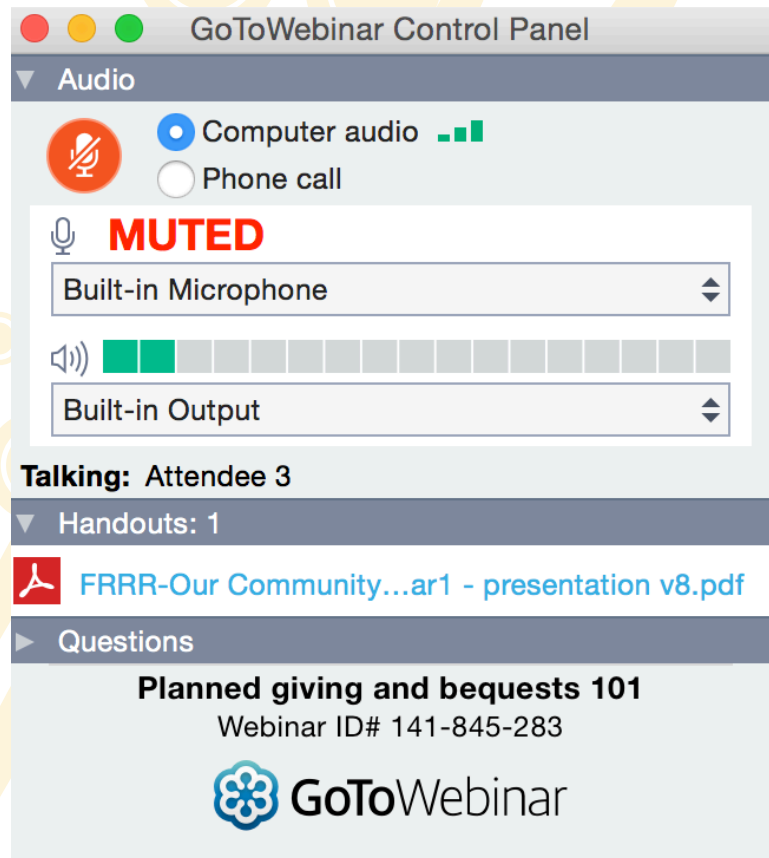
**Webinar:**  
**27 July 2016**

# Today's agenda

- Webinar Tips
- Sponsorships vs Donations
- Optimising Sponsorships
  - finding the right fit
  - making a compelling case
  - who to approach, for what
  - managing your sponsorship relationships
  - recognising your sponsors
- Case Studies
- Key Takeaways
- Q&A

# Get Involved!

## Using the Webinar Control Panel



*Open and hide the control panel by clicking on the **orange** arrow*

*Change your audio:*

- Choose “Computer Audio” to use VoIP (your computer speakers) OR*
- Choose “Phone Call” and dial in using the information provided*
- Please mute yourself*

*Submit questions and comments via the Questions panel – ask any time*

***Please Note:***

*Today’s presentation is being recorded.*

# Your presenters

- **Natalie Egleton** - FRRR CEO
- **Patrick Moriarty** - Director of Training and Development Our Community
- **Wendy Brooks** - MD and Founder of Wendy Brooks Consulting

@negleton

@8GlenSt

@FRRR\_Oz

@OurCommunityAU

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*Wendy Brooks*  
CONSULTING



*Natalie Egleton*



*Patrick Moriarty*



*Wendy Brooks*



# What is a sponsorship?

- A financial or in-kind contribution of value to your organisation, in return for some benefit of value to the business
- It has to be a **two-way exchange and win-win**



*Sponsorship is not a handout or a simple donation.  
Sponsorship requires work and the understanding that both  
partners have a role to play.  
The sponsorship must benefit both organisations.*

# Sponsorships and donations are different

- Donations are often one-offs, with little expectation of return
  - Decisions often made quickly and without research
  - Decisions usually charitable rather than commercially driven
- Sponsorships imply a two-way benefit
- Likely the business / sponsor will take more time to examine the proposal, and consider:
  - How it benefits the company or business
  - How it fits in with other sponsorships, or the business' marketing activities and direction
  - How it stacks up in promoting the business, in comparison to other options like taking out an advertisement. Is it good value for money?

# If you're considering sponsorship...

## ASK YOURSELF

1. How does it fit into your funding plan?
2. What you want from it?
3. What do you have to offer? What's it worth?
4. Which organisations would make suitable partners (and why)?
5. What is your timeframe?
6. Who will manage it?

## ASK POTENTIAL PARTNERS

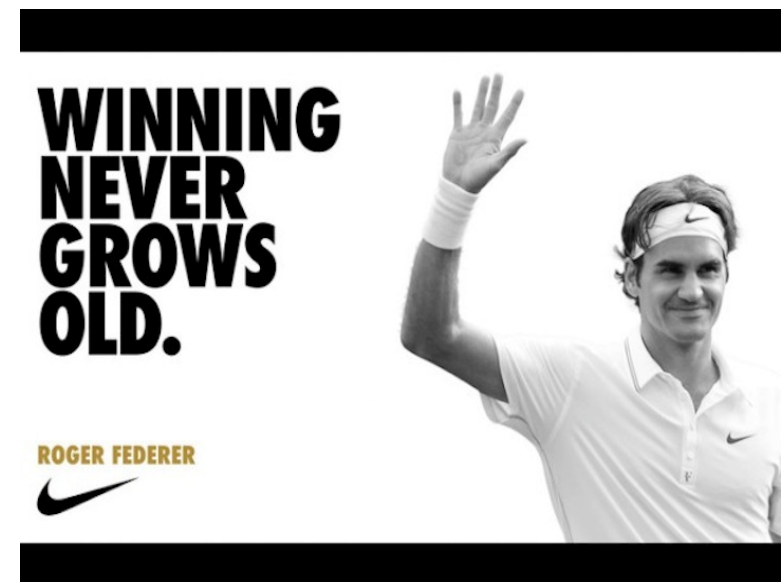
1. What they need / want to get out of it
  - *Bottom line return?*
  - *Exposure?*
  - *Image / Reputation?*
  - *Customer / client engagement?*
  - *Employee satisfaction?*
2. What they need or expect from you



# The right 'fit'

- Know yourself first
- Learn all you can about a potential sponsor
- Ensure your values and objectives align
  - What's important to them? Talk to them, test the ideas.
  - How do they operate? What are their guidelines for sponsorship?
  - Does this fit with your organisation?

It's not all about you ... how can you help them achieve *their* goal?





# What support can you ask for, from whom?

## ASK FOR...

- Cash
- Skilled volunteers
- In-kind support:
  - Building materials
  - Services (painting, electrician, plumbing)
  - Business services (accounting, planning)
  - Food, catering items
  - Clothing
  - Equipment
  - Peppercorn lease

*Can be a combination*

## FROM...

- Local businesses - law firms, accountants,
- Service clubs
- National businesses that want local presence
- Peak bodies
- Farmer marketing groups etc
- Gov't agencies
- Corporates - but match request to scale

# What could you offer? And what's it worth?

Know your metrics and their value e.g. # people at events; # visitors to your website: # on your mailing list; reach of your advertising etc

- Display their logo in your marketing, on your website
- Acknowledge them in newsletters; contribute articles
- Signage at your events
- Naming rights - event, building
- Endorsements and testimonials
- Speaking opportunities
- Engagement opportunities for staff - eg volunteering



# Wonthaggi Neighbourhood Centre - Bass Coast L2P Learner Driver Mentor Program

- One of 69 L2P Programs across Victoria - each has to purchase their own program vehicles.
- Bass Coast Shire Council and Wonthaggi Desalination Plant funded the first two vehicles.
- Local car dealership discounted cars, and still supports the L2P Program.
- Proactive promotion & positive reputation led to organisations offering support
- Now operating three vehicles, thanks to local sponsorship deals.

**L2P**  
LEARNER  
DRIVER  
MENTOR  
PROGRAM

# Lessons from Bass Coast L2P

- Form partnerships with key stakeholders.
- Establish a fundraising working party.
- Network - connections are critical.
- Have a clear case for support.
- Promotion must leverage sponsorship.
- Ask again if turned down.
  - If your cause is worthwhile and your approach to them is polite and professional, you will be treated with respect.



# Australia's Farmers' Market Association - Boots for Change project

- Idea adopted by AFMA from 2015 FRRR / ABC Heywire Youth Innovation Grant program.
- First national farmers' market campaign - April 2016.
- **56 Farmers' Markets** participated in Boots for Change.
- **96 Boots For Change Market Days** nationally.
  - Activities engaged market goers e.g. boot tossing, painting, parades, competitions, displays.
- **3000+** market stallholders participated.
- **180,000+** shoppers attended Boots For Change Markets



**BOOTS**  
**FOR CHANGE**  
support  
farming  
families



# Finding the Partners and Sponsors

- Developed a strong campaign identity
- Developed a Sponsorship pack outlining:
  - AFMA profile and values
  - Campaign aims
  - Stakeholders
  - Opportunities and benefits
  - Sponsorship tiers available: Platinum / Silver / Bronze
- Pilot market days provided sponsor partner pitch platform and exposure & credibility
- Leveraged existing relationships & accepted in-kind



# Recognising Boots for Change (BFC) Sponsors

- Sponsor acknowledged broadly, with logos:
  - included in BFC Campaign Toolkit for Market Managers
  - embedded in all BFC emails
  - on BFC website
  - on all media releases issued (6)
  - on all local communications - posters, releases, newsletters
- Dedicated media release announcing each partnership / sponsorship.
- Some paid regional advertising.
- Major media coverage of the Blundstone BFC Big Boot.
- Active on FB, Twitter, Instagram:
  - Blundstone BFC prize packs featured heavily in local social media.





# AFMA - tips and lessons

## Tips for success:

- Choose sponsors to match campaign scale & expectations
- Liaise regularly with sponsors
- Use social media channels for immediate visibility impacts
- Choose compatible sponsors
- Develop professional sponsorship pitch pack
- Report to sponsors on the outcomes

## Lessons learnt:

- Limit sponsor numbers, so partners receive due exposure
- Keep tight focus on partner messaging
- Brief campaign participants on partner recognition
- Consider logistics for management of sponsors' merchandise e.g. movement of the Blundstone Big Boot for photo opportunities

# What might you include in a proposal pack?

- Details of what you are offering and how much you are asking for
- What you will do with the funds
- A project plan and budget
- Letters of support - current and targeted to the project
- Financial statements
- Details of other partners
- Local newspaper articles about your organisation or project

## Memorial project's \$2000 boost

Currently, there is no provision to publicly recognise the 756 persons buried in unknown graves in the vicinity of the old Cooagulbarbar Cemetery. However, a \$2000 grant awarded to the Cooagulbarbar DPS Local & Family History Group Inc (DPS) will soon change this.

by SABEL ENKS

The \$2000 grant, from the Foundation for Rural and Regional Renewal (FRRR), will help the DPS with an undertaking they have committed to for some

five years.

The group's project, called 'Locating Our Past - Who Was Born Here?', will see the building of a memorial wall on which to record the names of the persons buried in unknown graves in the

area in Cooagulbarbar. DPS representative Mary Wiese said the grant would help to fund the wall, which would be supported by a small book wall.

The project will have

the names of the 756 persons buried in unknown graves in Cooagulbarbar, including their date of birth and age at death," Mrs Wiese explained.

The names inscribed on the wall, plaque have

been very extensively researched. The memorial wall will be located at the entrance to the old Cooagulbarbar Cemetery.

Mrs Wiese said the DPS was unsuccessful for the FRRR grant last year, but was now pleased to be among the 10 successful applicants in 2014.

As the project moves forward, the members who lost their babies or the women who lived until 20, should

be able to find the wall for funding. The DPS has received ongoing support for the project from both the local community and business.

St. John's War Memorial State-Down House is at the heart of the project, including and involving the site in preparation for the memorial.

Mrs Wiese said the help had been great. "The project has been extremely generous to us, not only through the grant, but also through the support we've received from the community."

The local history club has also donated \$1000 and has been a big help. The DPS plan to have the project completed by August.



Cooagulbarbar DPS Local & Family History Group (DPS) members are delighted with a \$2000 grant from the Foundation for Rural and Regional Renewal (FRRR) to assist with recording unknown graves in Cooagulbarbar. Pictured are (left) Sarah Spedman, Christine Evans, Barbara Hynds, Mary Wiese, Lorry Mackay and Jay Pickett.

# A few watch-outs

- Ensure you have a positive reputation
- Protect yourself in case the sponsor goes under or can't deliver, or closes down
- What happens if the sponsor's reputation goes sour?
- Plan for the end of the arrangement



# Recapping the Lessons and Tips

- Sponsorships are not donations
- Right fit - find sponsors with common needs and target audience
- Two-way - what's in it for you, and for them?
- Be prepared - build a compelling case
- Recognise and manage - live up to your promises
- Protect yourself - plan for the worst case

If you don't succeed the first time ...

Keep trying!!!



# Additional resources

- [www.frrr.org.au](http://www.frrr.org.au)
- [www.OurCommunity.com.au](http://www.OurCommunity.com.au)
- [www.wendybrooksconsulting.com.au](http://www.wendybrooksconsulting.com.au)
- [www.bootsforchange.org.au](http://www.bootsforchange.org.au)





An aerial photograph of a rural landscape. In the foreground, there's a small cluster of houses and a road. Beyond that, a large field of golden-yellow crops (likely wheat) is visible, bordered by a line of trees. Further back, there are more fields, some green and some yellow, separated by roads and tree lines. In the distance, a range of blue mountains stretches across the horizon under a clear blue sky. The word "Questions?" is written in a large, white, cursive font across the upper middle part of the image.

*Questions?*



# Save the date:

## WEBINAR 3: 1pm, 10 August

**Crowd-funding 101** - what is crowd-funding, why would your organisation do it and how do you go about it?

### Panel speakers:

- Natalie Egleton, CEO FRRR
- Patrick Moriarty, Director of Training and Development Our Community
- Alan Crabbe, MD and Founder of Pozible

# Thank you for joining us

*Please complete the short survey that pops up as you leave this webinar.*

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